



DECORATOR'S ANSWER BOOK

Hazel Dell Brown

ARMSTRONG'S
BUREAU OF INTERIOR DECORATION

Every day the postman brings us many letters from women who ask for help in planning rooms. There are questions about what to do with kitchens, bathrooms, living rooms, bedrooms — every room in the house.

Many of the decorating plans that we work out in our Bureau of Interior Decoration solve problems that are common to most homes, so we are putting a number of them in this book with the hope that they'll help you answer some decorating question of your own.

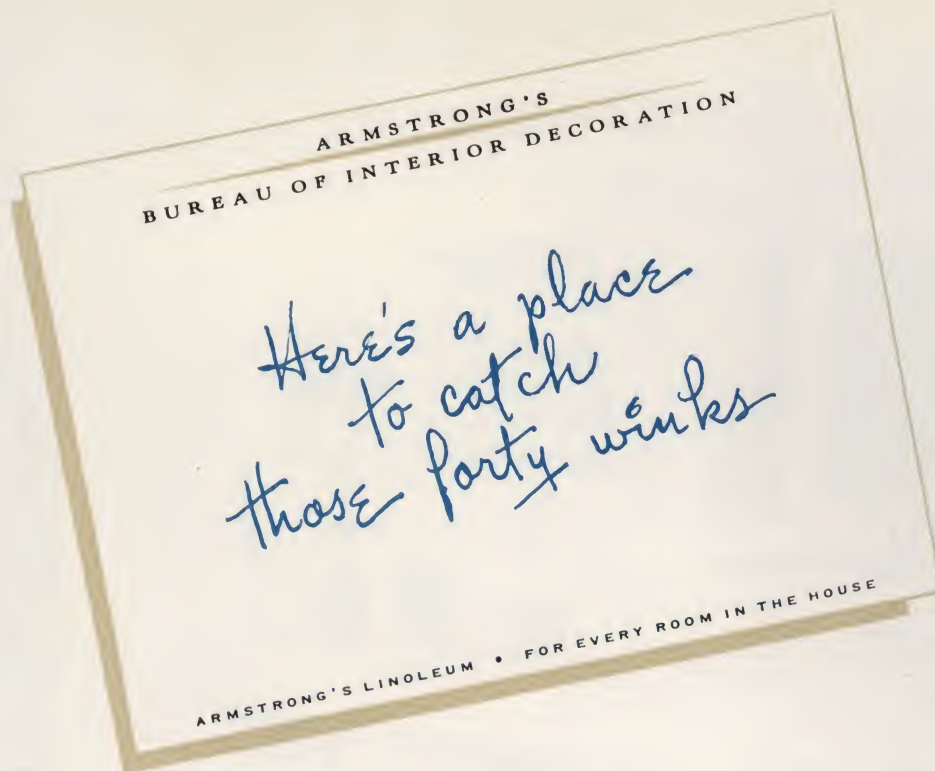
Even though you may not be able to work things out just as we have done, we think you will not have too much trouble adapting our ideas to your own needs. Above everything else, don't be backward about adding ideas of your own. Remember, decorating your home to match your own way of living and your own personality is what gives it distinctive charm.

On the next page, you'll find our suggestions to a woman who has one of those problem kitchens where the wall space is all taken up by doors and windows. Look closely and you'll see how we worked it out — and added a few decorating ideas at the same time. On the pages that follow are other room plans to solve other decorating problems. We hope you'll find them interesting and helpful.

Cordially yours,
Hazel Dell Brown



Floor: Armstrong's Straight Line Inlaid Linoleum, Style 1830 and Marbelle Linoleum, Style 07.



The bay window in this bedroom suggested the luxurious couch in the lovely remodeled room. Compare the two rooms, and you'll see what wonders can be worked with a few ideas for remodeling and decorating.

This room is the result of a letter from a woman who said she just had to have a little nap every afternoon. If she dropped down for a minute on the living room sofa, someone was sure to show up at the front door. If she went upstairs to lie down it usually meant remaking a bed. What to do?

We started with the bay window. It was given greater depth by adding two much needed closets—one at each side of the window. A wide semicircular couch was then built to fit the area, equipped with an upholstered mattress, and finally furnished with several plump pillows. The result is a cozy, inviting alcove where it's delightful to stretch out and relax. It's a wonderful spot to do mending, too—or to settle down with a good book. After nap time, it's a simple matter to fluff up the pillows and give the couch the fresh appearance of a newly made bed.

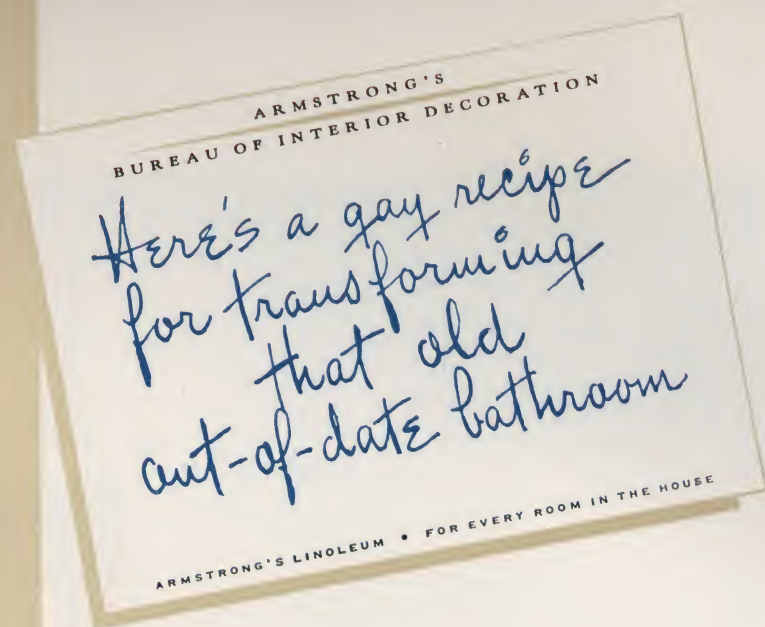
Of course the rest of the room has been transformed, too. The

soft, graceful curves of the fruitwood furniture suggested the appealing provincial treatment of the doors and alcove. Glowing parti-colored faille drapery material was also used for the chair upholstery, the dressing table skirt, and the dust ruffle. This provided the color cue for the entire room.

Avocado green was chosen for the walls, upholstery, and rug to contrast with the warm wood tones throughout the room. For the floor, an interesting grid effect was obtained with Armstrong's Tan Jaspé Linoleum Tile and strips of Malay Brown Jaspé Linoleum. Presenting an appearance of fine parquetry, this floor blends in perfectly with the provincial style of the furnishings and is in keeping with the room's color scheme. It's appropriate, also, to the real idea of the room—making a housewife's days more pleasant. It's hardly any chore at all to keep this floor of Armstrong's Linoleum sparkling clean.



Floor: Armstrong's Tan Jaspé Linoleum Tile, Style 9, inset with bands of Malay Brown Jaspé Linoleum, Style 16.



The old plumbing fixtures were replaced with fixtures that could be built into a cabinet, and a practical dressing table was installed under the window. Then huge roses, cut from wall-paper, were pasted on the plain pink-papered ceiling and on the two cupboard doors. Decals of smaller roses were applied to the tiles around sink and mirror. Crisp rose-patterned chintz curtains were used to complete the bold transformation.

A rich green floor of Armstrong's Linoleum, inset with graceful scrolls of darker green sets the background for this "country garden" decorative scheme. It's a practical, splatterproof floor that helps to make this unusual bathroom as sensible as it is pretty.



This drab old bathroom was the despair of the household. An Armstrong Floor, imagination, and decorating courage changed it into a sparkling new bathroom that's prettier than most powder rooms.



Floor: Armstrong's Embossed Inlaid Linoleum, Style 5400.

ARMSTRONG'S
BUREAU OF INTERIOR DECORATION

*There's something
you can do
about that old
"breakfast nook"*

ARMSTRONG'S LINOLEUM • FOR EVERY ROOM IN THE HOUSE

Thousands of women still have those old-fashioned breakfast nooks that were built into so many homes in years past. The straight-backed benches are uncomfortable, serving is difficult, and cleaning up after meals is exasperating.

Here the first change was to replace the old benches and table with graceful wrought iron furniture. Then the upper part of the solid partition between the cooking and dining areas was removed. It was replaced by a lacy iron grille that gives the room an open look but still preserves the separation from the kitchen.

The Armstrong's Linoleum Floor in a lovely Spanish red tile design helps create the pleasant, carefree atmosphere.



It was hard to be pleasant when the day was started off in these straight-backed breakfast benches. Remodeled to be charming and airy, this area competes with the dining room as an ideal eating place.

ARMSTRONG'S
BUREAU OF INTERIOR DECORATION

*Here's a way to make
that small living room
look larger —*

ARMSTRONG'S LINOLEUM • FOR EVERY ROOM IN THE HOUSE



A comparison between this ordinary living room and the charming penthouse atmosphere of the redecorated room is evidence of the wonders that can be worked when attention is given to scale, color, and pattern.

The problem of making a too-small living room seem larger than it really is calls for some imaginative decorating. It can be done effectively, and the results that were achieved in this smart-looking living room offer the proof.

Several things were done to this room to create an illusion of greater size—and to give it extra style at the same time. The old hand rail was replaced with a slim, graceful metal balustrade and post. A soft-colored vista paper was hung on the stair wall. At once, the room seemed several feet longer.

The biggest change took place when the walls at three corners of the room were covered with smoked mirrors. The reflection of the room's interior seems to "melt away" these confining walls—and the warm smoke-gray coloring of the Armstrong Floor contributed to the same end.

Proper selection and arrangement of furnishings also help to make this room look larger. The big stuffed sofa and chairs in the original room were replaced with two one-armed love seats upholstered in receding shades of gray. Arranged beside a two-tiered table of slim proportions, they offer a substantial economy of space. The other chairs are small in scale and done in colors which are lovely, yet unobtrusive. The circular glass coffee table is large, but because it's transparent, it doesn't give an appearance of crowding the room.

Patterned draperies gave way to new ones of plain shell-pink and ashes of roses—closely toned to the color of the painted walls, the wood trim, and the linoleum floor.

An important part of the transformation was the treatment of the floor. A grayed ashes-of-roses rug took the place of the busy design in the original rug. The floor is Armstrong's Linoleum in a subtle combination of misty grays, charcoal, and coral rose, laid without border or design to provide an uninterrupted neutral background for the handsome furnishings.



ARMSTRONG'S
BUREAU OF INTERIOR DECORATION

*There's no reason why
you can't combine
colonial charm
and modern efficiency*

ARMSTRONG'S LINOLEUM • FOR EVERY ROOM IN THE HOUSE

For a pleasing balance of color, a dark spatter floor was used in the dining room and a light one in the kitchen. A sweeping scallop design creates an attractive border effect in the kitchen and helps the two floors blend gracefully at the doorway. Dark spatter linoleum is also used for all counters in the kitchen. You'll find that it makes an exceptionally practical counter top as well as an attractive one.

Although Armstrong's Spatter Linoleum is completely at home in this charming colonial kitchen, its use is by no means limited to period decoration. Spatter linoleum is equally appropriate for modern interiors. Interesting in themselves, Spatter patterns are especially striking when used with borders and Linostrips in custom effects. The multicolor spatter dots of red, yellow, blue, and green allow great flexibility in color scheming.

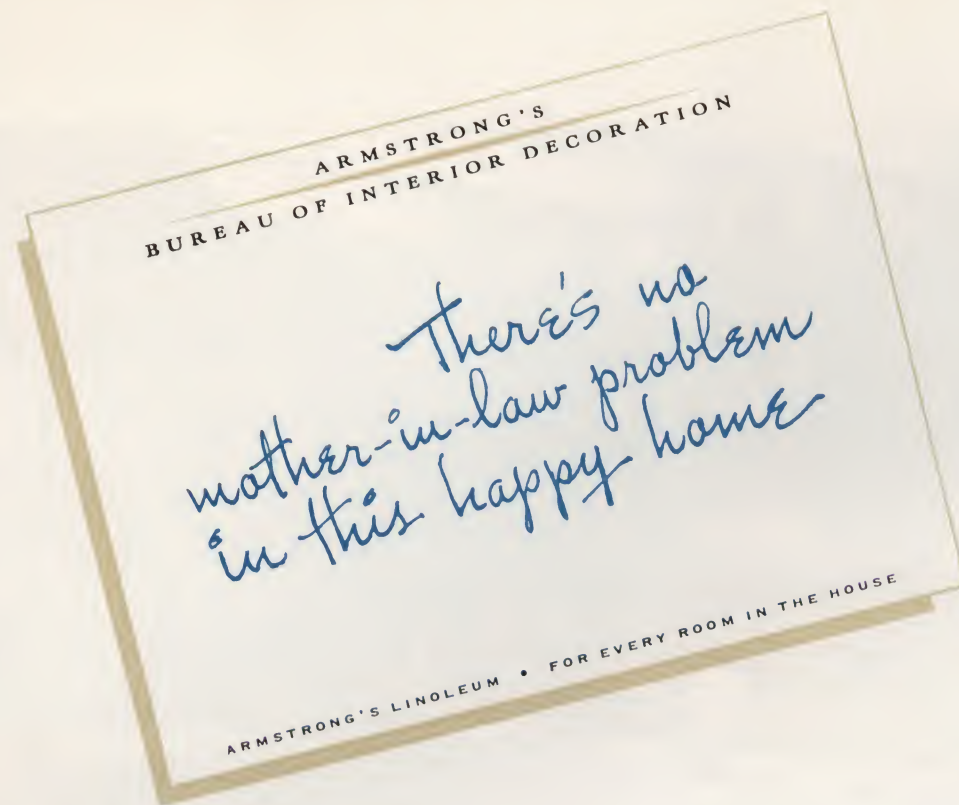
It's perfectly possible to capture all the charm of the old days and still be as practical as any of today's modern kitchens. The kitchen shown on the opposite page mixes ideas old and new. One of the most interesting is the two-sided cupboard. It opens into both rooms so that dishes are accessible from either side. Servings are passed from the kitchen right into the dining room. Later, the dirty dishes come back the same step-saving way.

As for real colonial flavor, much of it is found in the spatter floors that graced many an early American homestead, but here it's combined with practicality. The floor that you see in this kitchen is Armstrong's Linoleum . . . an authentic looking, exceptionally serviceable reproduction of the old-fashioned spatter floors. Armstrong's Spatter Linoleum will wear well, keep its good looks for a long time, and always be easy to clean.



The top center doors in this handsome buffet open directly through to the kitchen and help make table setting easier. Serving is simple, too, as all meals can be put in the dining room through the handy serve-through panel.





Whisk back the draw curtains, and there's a tidy kitchen that takes up only ten square feet of space in this compact apartment. Though small, the kitchen is adequate for preparing complete meals.

Sooner or later, most of us face the situation that brought this home-within-a-home into being. What was once just a spare bedroom has been remodeled into a snug and complete small apartment that is giving a lot of happiness to everyone concerned. Mother can live her own life, at her own tempo, and without interfering with the established routine of the rest of the family she has come to join.

One corner of the old bedroom was transformed into a compact bathroom, while another corner was made into a small flower room for house plants. The kitchen area seems to take up no space at all, although there are facilities for cooking complete meals. Within the area allotted there is a surprising amount of cabinet space and the top of the apartment size refrigerator affords additional work area. If someone stops in for a visit unex-

pectedly, a pull on a drawstring will put the kitchen out of sight.

In the evenings, shutting the door that leads to the rest of the house affords complete privacy. It is then that the charming living room is quickly changed into a bedroom by merely opening up the couch which becomes a large comfortable bed.

In a one-room apartment such as this where the kitchen, bath, and flower room areas directly adjoin the main living room, a practical, easy-to-clean floor is really essential. That's why an attractive floor of Armstrong's Linoleum was used for the entire apartment. The rich red-violet color is in perfect keeping with the rest of the apartment's furnishings. This beautiful, friendly room—equipped for independent living, but under the same roof with the rest of the family—is one of the very best ways for two or three generations to be happy together.



ARMSTRONG'S
BUREAU OF INTERIOR DECORATION

*To the woman (age 16)
who wanted a
glamorous bedroom*

ARMSTRONG'S LINOLEUM • FOR EVERY ROOM IN THE HOUSE

With a bed and dressing table taking up a good share of the space, a small bedroom is usually difficult to furnish—especially when the prescription calls for enough glamour to make a style-conscious teen-ager happy.

Actually, this little bedroom is only ten feet square, but the arrangement provides a surprising amount of free floor and wall space. The trick is that everything has been placed on the diagonal, even the floor of Armstrong's Linoleum. This breaks a long standing rule of decoration that all major pieces of furniture should be placed parallel to the walls, but here the cater-corner result is delightful.

The corner space behind the bed is put to good use with a handsome cupboard-headboard with shelves for books and bric-a-brac and a compartment for storing extra linens. A large, gracefully shaped dressing table fits compactly into another corner.

Creamy linen with a black lace design was used for draperies and upholstery. The bed spread, window valances, and dressing table skirt are a puffy quilted linen. The camellia pink walls and ceiling and the white wood trim provide a perfect background for the fabrics. The whole effect is enhanced by the floor of ebony black Armstrong's Jaspé Linoleum. The graceful bowknot inset of plain white linoleum helps tie the decorating scheme together and makes this diagonal treatment of the room seem quite logical. For a cozy finishing touch, two white fur rugs which accentuate the color scheme were placed on either side of the bed.



Floor: Armstrong's Ebony Black Jaspé Linoleum, Style 17, with inset of Plain White, Style 23.

ARMSTRONG'S
BUREAU OF INTERIOR DECORATION

*Yes, you can style
the bathroom
to fit the rest
of your house*

ARMSTRONG'S LINOLEUM • FOR EVERY ROOM IN THE HOUSE

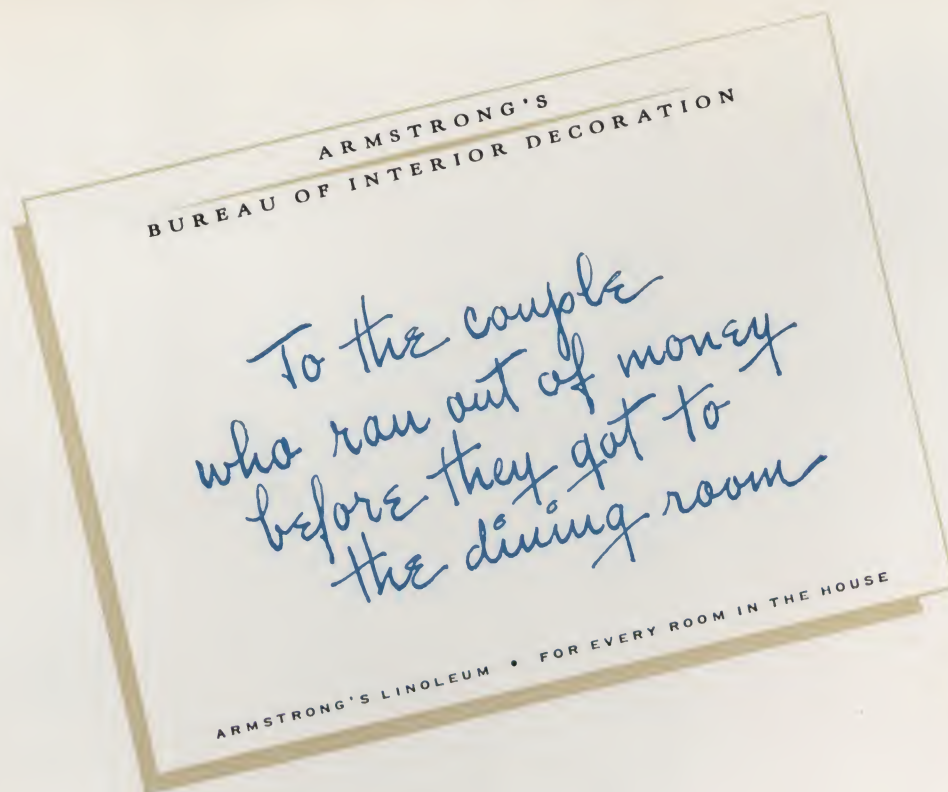
There's no need to have a bathroom that's a misfit because it doesn't tie in decoratively with the rest of the house. It's perfectly possible to plan and decorate it to be in keeping with the architectural and furnishing style of your home.

The features of this bathroom—the sloping roof, the high windows, the exposed beams and studding, and the clapboard cabinet drawers clearly reflect the outside architecture.

The use of warm-toned wood combines agreeably with the soft beige plumbing fixtures and tile walls. The whole effect is heightened by the smart design of the Armstrong Floor. With Armstrong's Linoleum you can have a floor to fit any decorative plan. It's easy to clean, and just about as splatterproof as a floor can be.



Floor: Armstrong's Marbelle Linoleum, Style 02. Inset, Plain Linoleum, 46 and 33.



Old furniture is a treasured find when you're doing a room on a limited budget. It needs little more than paint to be readied for the lovely setting that an Armstrong Floor helps provide.

Plenty of money isn't necessarily a guarantee of successful decorating so don't lament the fact that you haven't funds to finish your dining room. Forget about the funds and devote your time to refinishing some old furniture and setting the stage for the fine pieces you hope to have in the future. Chances are, the results will be so satisfying that you won't mind waiting.

Whether you have a new house or old, this room shows what can be done with some secondhand furniture, new wallpaper, paint, and a smart custom-designed floor of Armstrong's Linoleum. It's surprising how quickly one idea suggests another.

Wallpaper with lily-of-the-valley design seemed just right for this modest dining room. To contrast with its smart charcoal-black background, the obvious color choice for the main pieces of furniture was white. For variety and serviceability, the chairs

were painted gun-metal black. Gold cushions with green and white needlepoint lilies contributed a dash of color.

An old cupboard gained more pleasing proportions with the bottom shelf removed. A slender brass rail made the small table a glamorous serving piece. The window has been dramatized with a canopy top supported by spool-turned spindles, picking up the motif of the table legs. The same design, in half-round strips, has been appliqued to the radiator cover and the cupboard.

A handsome floor of Armstrong's Linoleum provides a splendid background for the refinished furniture. Dark green jaspé was laid in four diagonal sections, their points meeting in the center of the room. Custom insets of flowing leaves—taken from the wallpaper's lily-of-the-valley motif—were created in two distinctive shades of Armstrong's Plain Linoleum.



Most kitchens hold real possibilities for remodeling if you can work out the right plan. Some need major work, but very often you can get a big improvement for a modest expenditure.



ARMSTRONG'S
BUREAU OF INTERIOR DECORATION

*To the woman
who wants to trade her
old back entry for
extra kitchen space*

ARMSTRONG'S LINOLEUM • FOR EVERY ROOM IN THE HOUSE

The first step in remodeling this kitchen was to rip out the partitions between the entryway and the main kitchen. This gave an L-shaped area, perfect for a practical kitchen design.

Providing adequate counter space was a part of the problem, so a four-foot semicircular surface was built into the corner of the new counter. The counter itself extends all the way to the back wall on one side, all the way to the side wall on the other. Under the counters there is plenty of storage space. Below the round end, behind rollaway doors, are lazy-susan shelves which turn freely, using all the available space and making it easy to reach everything that's stored there. Other revolving shelves in the cupboard above are divided in convenient shelf areas for condiments, spice cans, and other cooking needs.

In place of the two skimpy windows there are now four big ones which use all six feet of wall space from sink top to valance, making this room unusually pleasant by day. For night-time and gray days, there's a bank of tubular lamps behind the valance that extends over the main working area.

Against the opposite wall are sets of cushioned seats, with wide arms hinged to the wall, providing little snack-tables for four. With the arms pushed up, the bench is a fine place for kitchen kibitzers or for relaxing while waiting for a kettle to boil. With the arms down, it becomes a comfortable dining area and a practical place for serving meals.

This well-engineered plan uses natural wood for cabinets and venetian blinds, wallpaper of a colorful plaid, wall covering of Armstrong's Linowall®, and sink and counter tops of Armstrong's Linoleum. The handsome floor design follows the fluid lines of the cabinets; it's done in two colors of Armstrong's Linoleum, plus four insets of blue. This shade of blue is repeated in the plaid wallpaper around the snack bench, the leather cushions on the bench, and the inside of the cupboards. It's a pretty kitchen and mighty easy to keep clean.



Floor: Armstrong's Marbelle Linoleum, Styles 021, 09, and Plain 29.

ARMSTRONG
BUREAU OF INTERIOR DECORATION

*One minute
it's a bedroom
— the next
a sewing room*

ARMSTRONG'S LINOLEUM • FOR EVERY ROOM IN THE HOUSE



It's more than a beautiful bedroom. Push aside the draperies and you find a complete sewing center. Like the whole room, the floor of Armstrong's Linoleum is as practical as it is lovely. Its smooth, glistening surface makes sweeping up every last thread and snipping so very easy.

We worked on this room plan with special enthusiasm because we can appreciate how difficult it is to try to sew when you don't have a place for it. Getting ready to go to work is half the job. You waste time clearing a place to cut material, dragging the ironing board out of a closet, running to the kitchen for the iron and to the bedroom for the sewing box.

This double-duty room offers what we think is a happy solution. Just open the curtains between the windows, and the beautiful bedroom becomes a sewing room, too, with all the sewing equipment anyone might need.

From behind one curtain a compact sewing table swings into place. There's a recess in its top for a portable sewing machine. On the wall beside the machine is a convenient spool rack for thread and a set of drawers for efficient filing of patterns, buttons,

bindings, and other small accessories for sewing.

From behind the center curtain comes a spacious cutting table. Ample shelves are provided above it for material, and there are bins for partly finished work. Scissors, skirt marker, and tape are kept beside the bins. The section behind the third curtain houses the ironing board and iron.

When things must be put away, the whole job is done in jig time. There's no need to search for a dust mop in this room—or a broom is conveniently placed beside the ironing board. Threads and cuttings can be swept up quickly from the smooth-surfaced floor of Armstrong's Linoleum. Here again this flooring proves that a floor can be beautiful and practical, too. Easy to care for, comfortably resilient, Armstrong's Linoleum complements and harmonizes with the colors of the other furnishings.





Look what happened
to this bathroom
when we turned
the fixtures around

ARMSTRONG'S LINOLEUM • FOR EVERY ROOM IN THE HOUSE

The simple idea of placing the lavatory and toilet back opened the way to a surprising improvement in the room's appearance and provided two worth-while conveniences—a separate toilet alcove and a built-in lavatory with clothes hamper underneath. The only other major additions were a luxurious table with towel storage underneath and twin wall cabinets.

The handsome decorative scheme was planned around yellow Armstrong's Linoleum inset with a twisted ribbon design. The yellow Armstrong's Linowall finishes the walls and the cabinets. Both of these materials are water-repellent and clean—ideal for use in a bathroom.

Old bathrooms such as this one are unimaginative and border on the old-fashioned. However, with careful planning they can be remodeled to look much less like a bathroom—more like a charming powder room.





ARMSTRONG'S
BUREAU OF INTERIOR DECORATION

*A kitchen
for the woman
who wants
a happy family*

ARMSTRONG'S LINOLEUM • FOR EVERY ROOM IN THE HOUSE

With big containers of flour and sugar set right in the work counter and with all the mixing bowls and spices in front of you in two handy lazy-susan shelves, you can't resist whipping up your husband's favorite pie or a batch of cookies for your children.

This kitchen has a cheerful atmosphere, plus many ideas that make it fun to bake and many things which eliminate work.

Cleaning up is much less of a chore, too, because of Armstrong's Linoleum. It does more than just set the pretty atmosphere . . . it's a real timesaver and worksaver. You can sweep it clean in a matter of minutes, and with the linoleum flashed up under the counter and around the walls there are no dirt-catching corners.

Steps aren't wasted in this kitchen where everything is centered around two lazy-susan shelves. All items are within sight and within reach. When it's time to clean up, linoleum counter tops make the task an easy one.



We know that a big old home can easily become a white elephant, but a little imagination and remodeling can fill it with money-making apartments that will be the envy of every landlord in your neighborhood and the delight of every tenant who is lucky enough to rent one.

This attractive apartment is complete and yet it takes up only one room in an old high-ceilinged house. As the major step in remodeling, balconies were built at each side of the room. One balcony serves as dressing room and bath. The other provides a kitchen and dining area. The center of the room is a comfortable living room by day, a luxurious bedroom at night . . . for the space under one of the balconies holds a full-sized double bed, which is

easily rolled out and is already made up. Though compact, the kitchen is generously fitted with counters and cupboards.

Notice how well this apartment illustrates the fact that old and new can live together. The lovely old marble mantel, the cornices, and the long narrow windows make a smart motif in the Victorian mode. Yet the thoroughly modern floor of Armstrong's Linoleum fits right into the scheme.

This handsome floor is an appropriate choice, particularly for a small apartment where traffic is heavy and the floor must stand hard wear. With its rich wine colors and its gracefully curving Victorian inset design, it's also a fitting background for the rough-piled rug and the romantic furnishings.

ARMSTRONG'S
BUREAU OF INTERIOR DECORATION

*Why not make your old
high-ceilinged house
into beautiful apartments?*

ARMSTRONG'S LINOLEUM • FOR EVERY ROOM IN THE HOUSE

Dining on a balcony is a treat enjoyed every day in this charming apartment. The kitchen is a few feet away. Serving meals in this setting requires little fuss.



From under the balcony comes this fully made-up double bed. It changes the apartment into a delightfully spacious bedroom. Color and design of the Armstrong Floor are important in the decorating scheme.



ARMSTRONG'S
BUREAU OF INTERIOR DECORATION

*Here's a house
that you can
afford to build*

ARMSTRONG'S LINOLEUM • FOR EVERY ROOM IN THE HOUSE



The nursery affords a practical play area for your child. Where floor cleanliness is so essential, Armstrong's Linoleum makes an ideal flooring.

This home was created for the families who want to build but haven't been able to find a plan that would give them enough house for the money they can afford to spend.

Though it's compact, it's filled with large-house features. The living room, for instance, is 13 feet wide by 23 feet long. It has a big fireplace, a built-in bookcase, and a sofa that can be opened up to make a bed for an overnight guest.

Beside the dining area, French windows open on a pleasant flagstone terrace. At night, draperies on a traverse track are drawn for privacy. The bed drops down from behind doors next to the fireplace, only a step away from a private dressing room with plenty of bureau and hanger space. A few steps in the other direction is a full-sized bathroom with tub and shower.

When it's time to retire, lower the bed, and you've changed the 13'x23' living room into a bedroom. That doorway at the left of the bed leads into a dressing room with a spacious closet.



The little kitchen has as much cabinet space as most large houses. The floor is Armstrong's Embossed Inlaid Linoleum, No. 5780.

Within easy hearing distance is the nursery, big enough for a full-sized bed when a child outgrows the crib.

A truly surprising amount of work space has been planned into the kitchen—more than in many kitchens in much larger houses. There's even a big drop-leaf table for breakfasts and quick lunches.

Especially in a small house where rooms do double duty, it's important to have floors that stand hard use and never need re-finishing. Armstrong's Linoleum is the perfect choice.

It's easy to clean and most attractive in appearance and keeps its fresh new-house look for years and years.

If you've been searching for a plan that will give you more home for your money, this house may be the answer.



ARMSTRONG'S
BUREAU OF INTERIOR DECORATION

The decorating possibilities of Armstrong's Linoleum are almost endless

ARMSTRONG'S LINOLEUM • FOR EVERY ROOM IN THE HOUSE

Through the pages of this book you've seen how Armstrong's Linoleum has contributed to the beauty of every room in the house. There are soft-toned designs that serve as a background for more important furnishings and bright sparkling designs that highlight a color scheme. Embossed Linoleum has been used to add texture and character to a room; Straight Line patterns to create a crisp, clean-cut effect. You've seen, too, how a linoleum floor can emphasize a formal scheme or lend a warm, informal feeling. All these effects are possible because Armstrong patterns are planned to give you the widest possible choice of designs to harmonize with any style of decoration, any selected color scheme.

On the following pages you will see examples of all these different types and styles of linoleum. Your flooring merchant can show you many more. With versatile Armstrong's Linoleum you can always create an individual floor design to fit your own needs and your own personal taste.

ARMSTRONG'S PLAIN AND JASPÉ LINOLEUM

for colorful floor backgrounds, borders, and insets



Style No. 27
Black



Style No. 48
Canary Yellow



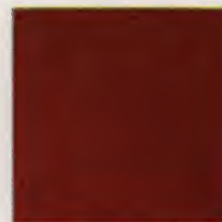
Style No. 23
White



Style No. 20
Brown



Style No. 21
Evergreen



Style No. 25
Terra Cotta



Style No. 29
Cadet Blue



Style No. 39
Chinese Red



Style No. 1
Apple Green Jaspé



Style No. 15
Sunset Jaspé



Style No. 5
Platinum Gray Jaspé



Style No. 10
Maize Jaspé



Style No. 7
Beige Jaspé



Style No. 6
Azure Blue Jaspé



Style No. 16
Malay Brown Jaspé



Style No. 19
Hunter Green Jaspé

ARMSTRONG'S STRAIGHT LINE INLAID LINOLEUM

for crisp, clean-cut style effects



Style No. 1831



Style No. 1890



Style No. 1687



Style No. 1786



Style No. 1821



Style No. 1813



Style No. 1650



Style No. 1581

ARMSTRONG'S EMBOSSSED INLAID LINOLEUM

for flooring texture that you can see and feel



Style No. 5360



Style No. 5790



Style No. 6410



Style No. 5781



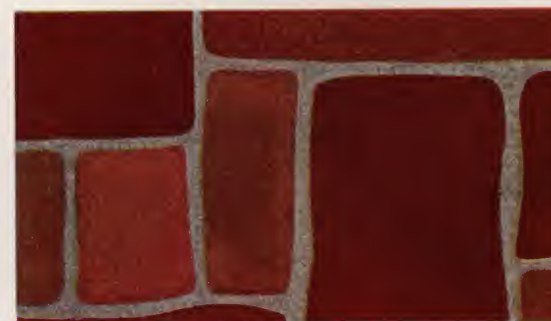
Style No. 5761



Style No. 6310



Style No. 5350



Style No. 6271

ARMSTRONG'S MARBELLE LINOLEUM

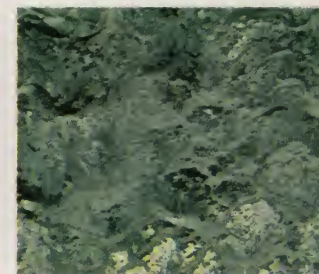
for dignified floors, rich in color and beauty



Style No. 031



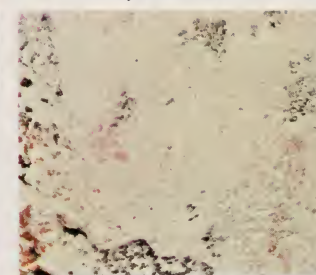
Style No. 027



Style No. 08



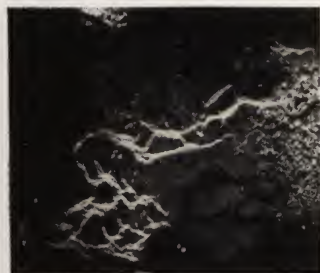
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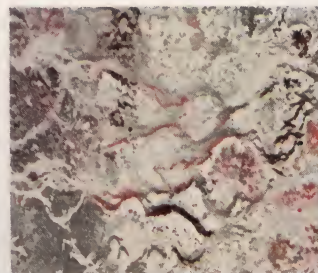
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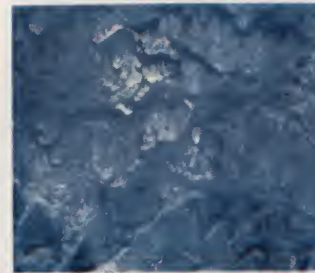
Style No. 035



Style No. 021



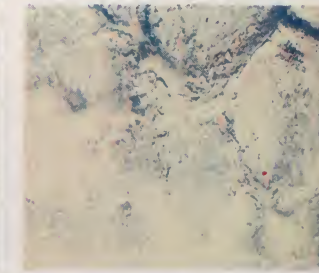
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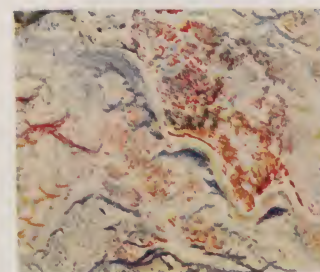
Style No. 02



Style No. 038



Style No. 020



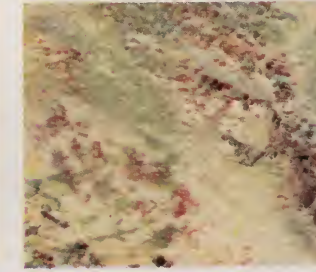
Style No. 015



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Style No. 028



Style No. 030



Style No. 036



ARMSTRONG'S
BUREAU OF INTERIOR DECORATION

*Armstrong's Linowall
gives you lasting beauty
for your kitchen
and bathroom walls*

ARMSTRONG'S LINOLEUM • FOR EVERY ROOM IN THE HOUSE

No matter how lovely a floor you choose for your kitchen or bathroom, it can't hide the ugly effect of shabby, discolored walls. That's why, when you're putting in a new Armstrong's Linoleum Floor, it's a good idea to brighten the walls at the same time with Armstrong's Linowall.

This remarkable material comes in a variety of colors and patterns and gives you the same advantages for your walls that Armstrong's Linoleum does for the floor. Remember, too, that Linowall also offers you the possibility of custom-designing your walls to suit your own taste. It should not be used in shower stalls or on walls around built-in bathtubs.

LINOWALL IS WASHABLE. Fingerprints, smudges, and ordinary stains come off in a jiffy when washed with mild soap and water.

LINOWALL IS FLEXIBLE. It can be formed smoothly, without seams, around corners. When properly installed, it covers walls without a wrinkle or a bulge.

LINOWALL IS LASTING. It's a truly durable wall covering that remains attractive year after year. It won't craze or chip and never needs costly refinishing.

Floor: Armstrong's Marbelle Linoleum, Style 032 with inset bands of Plain Black, Style 27.
Walls: Armstrong's Moonstone Blue Linowall, Style 717.

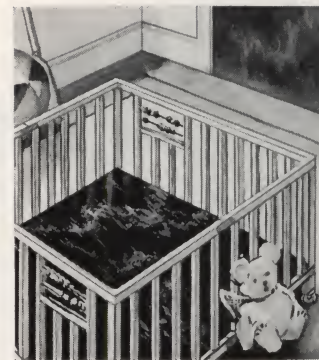
OTHER HELPFUL USES OF ARMSTRONG'S LINOLEUM

Though Armstrong's Linoleum is designed primarily as a floor covering, there are dozens of other places in your home where you can use it to advantage.

For instance, for color scheme consistency, you'll find that you can often use the same linoleum pattern on your sink top, shelves, and cabinet tops that you have on your floor. Little left-over pieces make fine surfaces for your window sills or the top of your kitchen stool, often adding a note of harmony to complete your color planning.

Armstrong's Linoleum is wonderful for table tops, too, and your husband will be delighted with a piece of it to cover the top of his workbench. It's perfect for a child's room, of course, but why not line the floor of baby's playpen with it, too? How about those closet floors—and all the shelves throughout the house?

Where you have a surface that's a cleaning nuisance—that's a good place to have Armstrong's Linoleum. You'll find it easy to keep sparkling clean. Your linoleum merchant can supply and install the linoleum to your specifications.



BABY'S ROOM. Armstrong's Linoleum is ideal for the nursery, but did you know that it makes an attractive, sanitary covering for your child's playpen, too?



ON STAIRWAYS Armstrong's Linoleum is a serviceable covering that won't dent or mar under ordinary scuffs and kicks. It can also be covered up risers.



ON SHELVES. The smooth surface of Armstrong's Linoleum will make shelves easier to clean and dust. It's a practical floor for all of your clothes closets, too.



FOR SINK TOPS, WINDOW SILLS. Linoleum makes a sanitary covering for sink tops and other work surfaces. Spilled things will wipe off without scrubbing.



ARMSTRONG'S COVE BASE. Forms a curved linoleum joining 4½ or 6 inches high between floor and walls. This treatment effectively eliminates dirt-catching corners.

JUST SIMPLE CARE KEEPS ARMSTRONG'S LINOLEUM CLEAN AND BRIGHT



ARMSTRONG'S LINOGLOSS WAX AND LIQUID CLEANER

Once you've had linoleum floors installed in your home, you'll really begin to appreciate their beauty and convenience. To keep linoleum new looking, use just two simple helps—Armstrong's Linogloss® Wax and Armstrong's Liquid Cleaner.

Linogloss Wax was developed by Armstrong especially for fine linoleum floors. It is easily applied, spreads quickly and evenly, and dries with a gloss. It protects the surface and makes your dusting and cleaning much easier.

Before you apply any wax, be sure your floor is clean. Armstrong's Liquid Cleaner is perfectly suited for washing linoleum. (Avoid using strong soaps on linoleum—and don't wash your floors too often because it isn't necessary.) With an occasional washing and waxing, daily dusting will keep it clean.

ARMSTRONG'S FURNITURE RESTS

Another good way to keep your floor new looking is to protect it with Armstrong's Furniture Rests. Without rests, most furniture has all its weight pressing down on a small floor area. This can mar linoleum.

Armstrong's Furniture Rests spread the weight of your furniture evenly over a larger surface. Even when furniture is tilted, the patented swivel action of Armstrong's Furniture Rests keeps them flat on the floor. Four types are made—cotter pin type for use in place of casters; nail type for furniture without casters; round and square cut types for use under large furniture such as sofas, pianos, stoves, and refrigerators.



ARMSTRONG'S
BUREAU OF INTERIOR DECORATION

I hope that somewhere in the pages of this book you've found suggestions you can use in your own home, or that you've found inspiration for ideas of your own. I wish we had space to show you more interiors, but if you'll keep watching your magazines, you'll continue to find new Armstrong rooms filled with decorating hints. I'd like to remind you that if you would like a free list of furnishings and a plan of any of the rooms shown in this book or help in planning your own rooms around floors of Armstrong's Linoleum, you can write to me in care of Armstrong Cork Company, here in Lancaster, Pennsylvania.

Hazel Dell Brown

ARMSTRONG'S LINOLEUM • FOR EVERY ROOM IN THE HOUSE

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